## Message Text

## UNCLASSIFIED

PAGE 01 TEGUCI 03618 012111Z ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 /023 W

-----036840 022246Z /66

R 011944Z AUG 78

FM AMEMBASSY TEGUCIGALPA

TO USDOC WASHDC

INFO SECSTATE WASHDC 1083

**UNCLAS TEGUCIGALPA 3618** 

E.O. 11652: N/A TAGS: BBSR, HO

SUBJ: WTDR/FTI: JUAN N. KAWAS & CIA. SUCS., S.A.

REF: USDOC 12155

1. HONDURAS

OFFICE USE: 2. 215 3. 0058300 4. 01

5. JUAN N. KAWAS & CIA. SUCS., S.A.

6. P.O. BOX 99; AVE. SAN ISIDRO

7. LA CEIBA, HONDURAS

8. CONTACT: BISHARA J. KAWAS

9. TITLE: PRESIDENT, OTHER OFFICIALS ARE: MIGUEL KAWAS, MANAGER

10. PHONE: 422346 11. TELEX: N/A

12. CABLE: SAWKA

13. ESTABL: 1945 14. EMPL: 46 15. SIZE: LARGE

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18. REPUTATION: Y-EXCELLENT 17. RPT. DATE: 08/78

OFFICE USE: 18. K 19. N/A 20. X 21. N/A 22. I5

 $23\mathrm{A}.~36300/135~\mathrm{RET},$  DIST, AND IMP OF HOUSEHOLD APPLIANCES

23B. 34294/135 RET, DIST, AND IMP OF HARDWARE

23C. 20853/135 RET, DIST, AND IMP OF BOTTLED LIQUORS

23D. 37141/135 RET, DIST, AND IMP OF PARTS AND ACCESSORIES FOR MOTOR VEHICLES.

24. FOREIGN SALES: LOCAL ONLY

25. FINANCIAL REFS: BANCO ATLANTIDA S.A., AVE. SAN ISIDRO AND 1A. CALLE, LA CEIBA.

26. TRADE REFS: INTERNATIONAL GRAL. ELECTRIC CO., 570 LEXINGTON AVE., NEW YORK, N.Y. 10022.

27. FOREIGN FIRMS REPRESENTED: AGENCY FOR INTERNATIONAL GENERAL ELECTRIC CO. (ITEM 26): HOUSEHOLD APPLIANCES; UNION CARBIDE CORP. 270 PARK AVE., NEW YORK, N.Y. 10017: BATTERIES, ETC.

28. POST EVALUATION: THIS FIRM WAS ESTABLISHED IN 1902 AND REORGANIZED AS A CORPORATION IN 1945 AFTER MR. JUAN N. KAWAS DIED AND SONS BECAME THX NEW SHAREHOLDERS. THE FIRM OPERATES A GENERAL MERCHANDISE STORE WITH SEPARATE DEPARTMENTS FOR HARDWARE, GOOD, MOTOR VEHICLES AND PARTS, ETC. THE MAIN STORE IN OPERATED IN THE PRINCIPAL AVENUE OF LA CEIBA THE THIRD IMPORTANT CITY OF HONDURAS. LEGAL CAPITAL OF THE FIRM AMOUNTS TO US\$ 1.1 MILLION DOLLARS AND SALES VOLUME FOR 1977 US\$ 3.5 MILLION DOLLARS. BISHARA J. KAWAS IS THE PRESIDENT OF THE FIRM AND IS ASSISTED IN THE MANAGEMENT BY HIS BROTHER MIGUEL IN THE HARDWARE STORE; SELIM, IN THE FOOD DISTRIBUTION; SIMON IN THE UNCLASSIFIED

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APPLIANCES AND VIOLA IN THE ADMINISTRATION. THE FIRM OWNS IMPORTANT INTERESTS IN OTHER COMPANIES SUCH AS BANCO ATLANTIDA, CERVECERIA HONDURENA, ECONOMICA AGENCIA MERZ, REASA, ETC. THE FIRM ENJOYS AN EXCELLENT REPUTATION IN LOCAL BANKING AND COMMERCIAL CIRCLES AND IS RECOMMENDED AS A SUITABLE TRADE CONTACT FOR U.S. FIRMS.

29. PREP: J.J. ORTUNO, APPR: J.W. STAHLMAN. JARAMILLO

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NNN

## Message Attributes

Automatic Decaptioning: X Capture Date: 01 jan 1994 Channel Indicators: n/a

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